Innovative ways to Create the New Normal in Fixed Operations

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NADA
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Paradigm Shift - Creating the New Normal

- 2008 – 2009 Hard times Fixed Ops kept many dealers open 2010 till Now Record Years in Sales Growth!
- What happened in March 2020?
- COVID 19
- What’s changed?
  - Everything has changed, face masks, social distancing, lock downs etc.
  - 100,000 businesses are closing during COVID
- I can tell you one thing that has not changed since the 1990’s:
  - Late 90’s websites started engaging customers and selling cars! Fixed operations website specials, coupons as a rule have not changed and most are still image coupons today. Other than online scheduling, we have very little customer engagement for parts & service on our websites.
- How can we create to a new normal?
Best and Worst Practices

• Dealers are creating a new “normal”. Customer service is important in a new way. Help customers feel safe when coming into service.
• Pick up and drop off.
• Sanitizing and antimicrobial services for their vehicle.
• Special coupons for frontline responders etc.
• Remote pay contactless payment.
• Enhancing your customers experience through interactive coupon specials and relevant video content.
• Check out these dealership examples. What you will find today and then some new ideas to create your new normal in website marketing.
TIRED OF YOUR PARTS AND SERVICE
COUPONS LOOKING LIKE... THIS?

FULL SYNTHETIC OIL CHANGE
PLUS TIRE ROTATION

MULTI-POINT
ONE PACKAGE FOR
$59.95

Oil & Filter Change Rotation
with coupon MA1309

$39.95

Feature:

$5 OFF
ENGINE AIR FILTER OR POLLEN FILTER REPLACEMENT

Present coupon at time of test drive. Cannot be combined with any other offer. No cash value. Redeemable only at Gresham Toyota.

Expires

• Replace engine oil per specific quarts)*
• Install a Hyundai oil filter
• Rotate tires
• FREE Multi-Point Inspection

VIEW FOR

NO RESULTS

We are currently updating our specials. Please fill out the form below and we will contact you with our latest deals.

First Name:

Last Name:

E-Mail Address:

Phone Number:

SUBMIT
Some look better but not much customer engagement
Dealers should always be looking at all aspects of their business. Today we are talking about Fixed Operations.

Why do customers go to independent service centers?
- For every 1 franchise dealer there are 18 independents usually within a three-mile radius.
- They PERCEPTION is they are cheaper and more convenient.

A positive note; you have all the customer’s that have bought and serviced with you in your database! What are we doing or not doing that is letting them leave us? Could it be our marketing is not working?

We can get more customers back in the door with interactive advertising and marketing.

This is where your website and coupons can really go to work for you. Let’s create websites that engage and sell. Then, let’s have content that delivers a great experience to bring them into service.
ADVANTAGE
ANTIMICROBIAL PROTECTION

$49.95

START HERE

Bacteria, viruses, fungi and allergens collect on the surfaces of your vehicle. A BioPledge Protection Service can help.

$10 Off

START HERE

Synthetic Oil Change with Tire Rotation

For those working on the front lines - risking your health and life - in the fight against the virus.

SERVICE INCLUDES

✓ A/C and heating system antimicrobial treatment
✓ Clean vehicle exterior & interior with BioPledge cleaning solution

SEE FULL LIST OF SERVICES INCLUDED

VALID UNTIL 05-31-2020

OFFER CODE: F17033

OFFER DETAIL & DISCLAIMER

FRONTLINE RESPONDERS DISCOUNT

15% OFF

START HERE

READ MORE >>>

SERVICE INCLUDES

✓ Medical professionals
✓ Police/Fire/EMT

SEE FULL LIST OF SERVICES INCLUDED

VALID UNTIL 05-31-2020

OFFER CODE: F16064

OFFER DETAIL & DISCLAIMER

SYNTHETIC OIL CHANGE

$10 Off

START HERE

Synthetic Oil just works better. Synthetic oil lubricates better at extreme temperatures.

SERVICE INCLUDES

✓ 5 or 6 quart synthetic oil change
✓ Replace oil filter with new OEM oil filter

SEE FULL LIST OF SERVICES INCLUDED

VALID UNTIL 05-31-2020

OFFER CODE: F4000

OFFER DETAIL & DISCLAIMER

SEVERE DRIVING VS. NORMAL DRIVING?

Do you drive in severe conditions?

VIEW OFFERS

Did you know that most OEMs suggested maintenance schedules are based on an idealized environment?

SERVICE INCLUDES

✓ Stop-and-go or heavy traffic conditions
✓ Extreme heat or cold

SEE FULL LIST OF SERVICES INCLUDED

VALID UNTIL 05-31-2020

OFFER DETAIL & DISCLAIMER
A/C service from BG removes bacteria, viruses, and mold from your A/C system, providing you and your passengers with clean, fresh air free from contaminants and smell. The BG Climate Control Service removes any mold, fungi, viruses, bacteria or other debris from your filter, and disinfects the air vents. Also includes a high performance oil to enhance cooling and prolong compressor life.

SERVICE INCLUDES

- Killing viruses, bacteria, mold and fungi
- Inspecting A/C for leaks and wear
- Cleaning evaporator to restore cooling process
- System pressures check

Valid until 03-31-2020
Offer Code: F10044
While the customer gets the text to the left, the dealership receives this email below.
Today's Norm for Service & Parts Coupons

- Not Bad Specials
- But what can your customer do with this offer?
- They can Schedule, or print and some cases text, a coupon image.
- They cannot Click to call.
- They cannot get more info about the offer.
- They cannot text or email a live offer to themselves with a map/hours/ and view other offers and decide to schedule.
- They don't give you a heads up every time someone shows an interest in visiting your service or parts department by taking any of 5 actions on a coupon.
- Your advisor cannot send them a video to better explain recommended services they declined/postponed at write-up while they are in the waiting area or at home or work.
- We cannot send them videos of recommended services for the appointment they just scheduled to view prior to visit.
- **Would you like a coupon website that could do these things and more?**
After actively using their live coupons and videos to assist customers to their website, then into their dealer and use videos to assist in sales.

**Case study Houston Nissan Dealer Service Appointments**

<table>
<thead>
<tr>
<th>Period</th>
<th>5/1-31/19</th>
<th>5/1-16/20</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Appointments Set</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Origin</td>
<td>Total Set</td>
<td>Showed</td>
</tr>
<tr>
<td>BDC</td>
<td>158 (62.95%)</td>
<td>148 (58.96%)</td>
</tr>
<tr>
<td>Advisor</td>
<td>84 (33.47%)</td>
<td>79 (31.47%)</td>
</tr>
<tr>
<td>Web</td>
<td>9 (3.59%)</td>
<td>8 (3.19%)</td>
</tr>
<tr>
<td>Total</td>
<td>251 (100.00%)</td>
<td>235 (93.63%)</td>
</tr>
</tbody>
</table>

**Case study New Coupon Program**

Went into this store March 2020

**Appointments Set**

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</tr>
<tr>
<td>BDC</td>
<td>93 (20.35%)</td>
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<tr>
<td>Advisor</td>
<td>201 (43.98%)</td>
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<tr>
<td>Web</td>
<td>110 (24.07%)</td>
</tr>
<tr>
<td>BAS</td>
<td>53 (11.60%)</td>
</tr>
<tr>
<td>Total</td>
<td>457 (100.00%)</td>
</tr>
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</table>
Custom Videos to Educate your Customers

We offer premium maintenance services
Building Your Team for More Traffic and Market Share

- What is a good budget for marketing your service department?
- Can you improve your service department marketing?
- Let’s talk about what you can do to fill your service bays by enhanced marketing through communication.
Questions?
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